

*The
Secretary's
Guide
to
Beauty
and
Charm*



THE
BUREAU
OF
BUSINESS PRACTICE

NEW LONDON



CONNECTICUT

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Grooming

..... is such a personal thing, you might call it a personality trait in itself.

The clothes, hairdo, make-up which may be just right for someone else may be all wrong for you. How *you* look should depend on how *you want* to look. And how you want to look depends, of course, on your own sense of taste, your own judgment as to what's right for you.

You'll find on the following pages a roundup of tried and proved techniques, covering every area of personal appearance from head to toe.

Put them to your own good use—to look your best to yourself, as well as to others.

The Editor

P.S. for Private Secretaries

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Printed in the U.S.A.

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Prelude to Charm

In some ways, becoming charming and attractive is like learning to be a good secretary. You can acquire some beauty skills just as you mastered the touch system. On the other hand, being a good secretary involves many abstract qualities—personality, intuition, pleasant disposition, etc.

If you're a happy person, chances are you're charming, even if you're not pretty in the usual sense. Many of the fabled beauties of history seem disappointing to modern tastes, yet surely they must have radiated an indefinable magnetism. Think of ordinary-looking stage actresses who, on stage, glow with a beauty that can't altogether be explained by grease paint. It's part presence, part voice, part personality, part posture and bearing, part confidence and verve. Mix well, season to taste, and voilà—a lovely woman. It can be *you*!

And if you're lovely, charming, attractive and interesting, there will be many who will find you *beautiful*!

Step 1 is fun. Look in your mirror. Stand tall and straight. Practice smiling—and learn how to smile with your eyes, too.

Do you know how to smile? The wrong way is the tense smile that barely opens the lips. It creates a slight tightness in the chest that you can feel even in your stomach. An open smile is the real smile. Open your lips, dilate your nostrils, smile until you feel the muscles move over your cheekbones.

This trick may be harder than you think, especially if you're shy. You may feel a bit foolish the first few times you try it. But keep it up, not only to improve the appearance of your smile and flexibility of your mouth, but also to feel more alive, more relaxed.

Catch yourself in the mirror from time to time as you walk down the street. Don't just look to see if your hat is on straight. Check your smile, your posture and the light in your eyes.

Now let's move on to more concrete facts and figures. First, let's look at your shape, then we'll talk about the specifics of wardrobe, hair, complexion, nails—everything, in fact, from head to toe.



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smile, and I think it is the same way
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to it, and I think it is the same way
your smile, and I think it is the same way
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and I think it is the same way
First, and I think it is the same way
from, and I think it is the same way

Take Three Times A Day and Between Meals

Unless you're that rare woman who can eat anything and everything in unlimited quantities any time without noticing an effect on face and figure, good diet must be a morning-to-bedtime concern. This chapter is not an attempt to deal with serious weight problems. If you're grossly overweight, or if you stay skinny despite an enormous appetite, your doctor is the only person to advise you.

How Diet Affects You

- **Figure**—Slightly overweight is the chronic complaint of most women. "If I could just lose five or 10 pounds," they sigh. They *can*, and *you* can. It's a simple matter of diet.
- **Complexion**—You've heard this since you were a teen-ager, but it's still a good thing to remember: Too much fatty food can cause skin blemishes!
- **General Health**—Poor diet can make you susceptible to fatigue and illness.

How to Eat Well and Keep Your Weight Down

If you must be a weight-watcher, really watch—and really weigh! Do it every day, same time, same place. For morale's sake, weigh yourself every morning before you eat or dress. Get a good bathroom scale and don't cheat. The minute the pointer goes up two pounds, start cutting calories—like so:

- Cut out, or at least cut down, desserts, candy, liquor, soft drinks. Don't eat bread with meals. Use just half as much butter as before with your morning toast. (Buy whipped butter, or soften it so it spreads more easily.) Drink skim milk.
- If you must eat between meals, nibble on fruit, celery, raw carrots, or a piece of cheese.

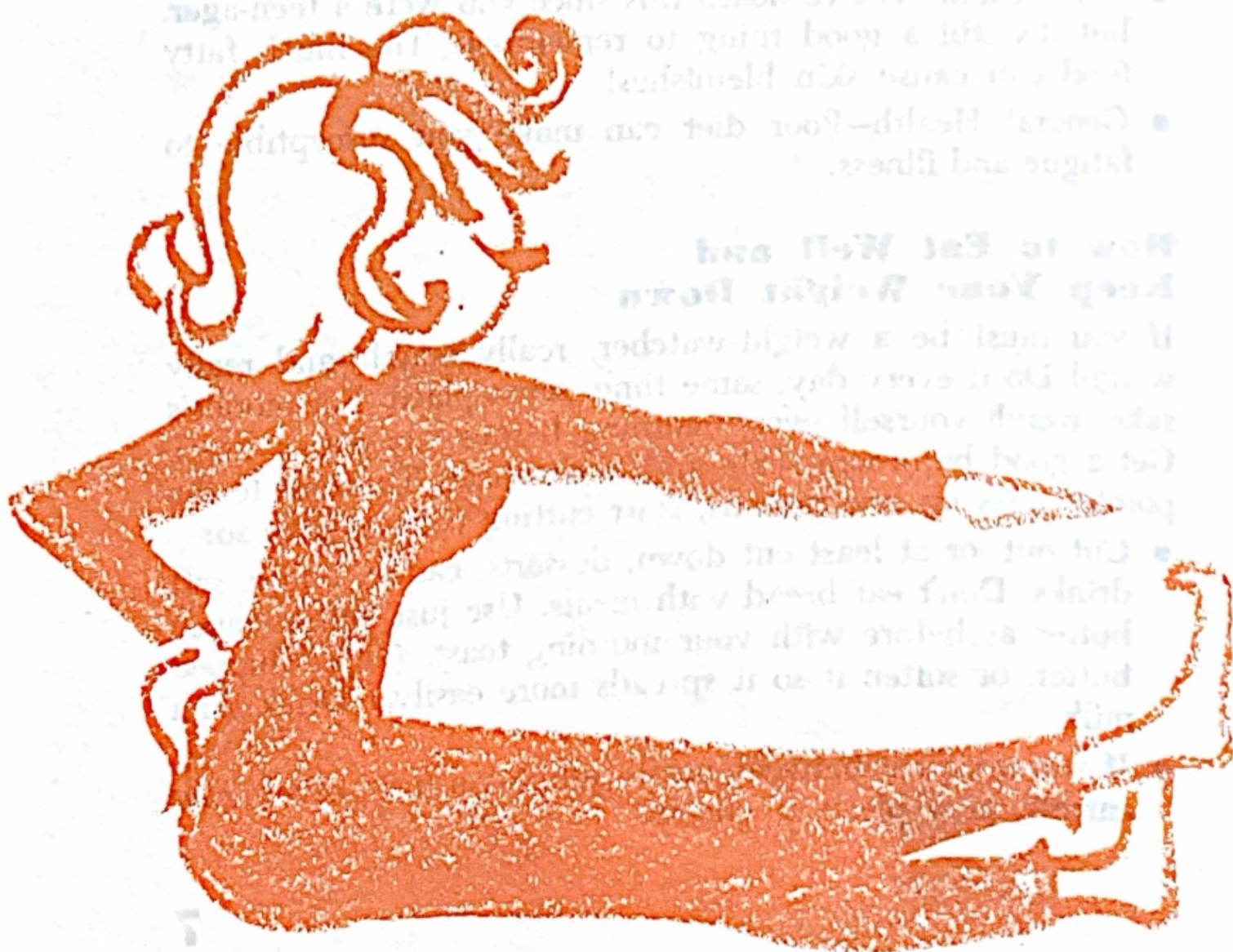
- Drink water when you're thirsty—or iced tea or coffee. Keep cutting down on sugar and cream until you're not using any at all. At that point, you'll wonder how anyone can stand sugar in coffee!
- Avoid fried foods and rich sauces. Concentrate on roast or broiled meats. Eat plenty of fresh fruit and vegetables.
- Learn how to use herbs and spices to make food more interesting. You'll discover that the lowliest vegetable can become a gourmet specialty when prepared creatively.
- For caloric information and details on meal planning, pick up one of the many paperback books on this subject at your bookstore. The rules here are merely a quick summary of good eating habits.

RE MINDER

MIND the basic rule for reducing—

WEIGH YOURSELF EVERY DAY. Then,

MIND what the scale says!



Shape Up

Every woman should exercise every day. Whether or not you're trying to reduce, exercise is good for your general health. If you want to take off pounds, remember that you must combine exercise with scrupulous dieting if you want it to work. Here are several exercises from which you can make up your own favorite daily dozen.

Pour la Derriere

Probably the biggest (literally) figure problem a secretary develops is that part of her that sits most of the time. For girls with enough energy at the end of a sedentary but exhausting day, here are a few exercises which—if you stick to them faithfully for a few weeks—will do wonders in that department.

- ◆ Stand up straight, holding arms straight out, to the side. Alternately kick each foot out to the side, bending knee, and touching your hand with each kick.
- ◆ Lie on the floor on your back. Keeping feet on the floor, bend your knees. Roll as far to the left as you can till your knees touch the floor, then roll to the right. Continue back and forth as long as you can.
- ◆ Sit on the floor, legs straight out in front. Now “walk” in this position about five steps forward, keeping legs straight and toes pointed. Then “walk” back, this time with feet bent, toes ceilingward, with backs of legs stretched.

Flat Front (for the Tummy)

- ◆ Lie flat on the floor, arms extended straight back above your head. Keeping heels on the floor, raise yourself to a sitting position. If necessary, touch your feet under a chair or couch till you're able to do without.
- ◆ Lie on back. Raise stiff legs about three inches off floor and quickly crisscross your feet as many times as possible. Lower slowly.
- ◆ Lie on back, legs spread, arms spread. Sit up, touching left toes with right hand. Lie down. Then touch right toes with left hand. Relax.

For Trim Waists

- ◆ Stand up, feet apart, hands on your waist. Looking front, bend at the waist as far to the left as you can, then make a circle with the top half of your body—from the left, swoop down front so that you're looking at your feet, then twist over to the right and back up. Repeat circling in a continuous motion, at least 20 times daily.
- ◆ Stand up straight, arms raised above your head. Keeping your hips pointed straight ahead, twist the top half of the body to the right, and bend down and touch the floor to the right of your foot. Up again, turn front and then repeat to the left. Again work up to 20 times a day.

Look! No Sleeves!

- ◆ Stand up, hold arms out straight to the sides, palms facing front. Slowly *push* your palms around until they face the back. Then return them, pushing all the way, to the front. The trick is to pretend your hand is a screwdriver, so that you feel pressure in your upper arms. Repeat 20 times.
- ◆ Standing, reach down to your knees, palms facing front. Then, as if you were lifting a heavy weight, push your arms up past your ears to the back of your head, keeping them as straight as possible all the while. The idea is to resist your own lifting. Repeat 10 times.

Bosom Beauty

- ◆ Sit on floor, hands clasped behind neck. Slowly pull elbows back as far as possible, slowly return. Repeat 10 times.
- ◆ Stand with arms at shoulder level, elbows bent. Press one fist firmly into palm of other hand. Do 10 times with each hand.

Lovely Legs

- ◆ Lie on side with lower arm above head, the other hand on floor in front of you for balance. Raise legs about eight inches off floor, then scissors-kick vigorously, keeping legs straight. Work up to 25 times on each side.
- ◆ Sit on floor, hands clasped behind neck, legs out straight ahead. Raise right leg up and down 10 times, then the left leg. Then try alternating, working up to stage where both legs are off the floor at once.

SPECIAL EXERCISE FOR GIRLS WHO HATE IT

Getting Up . . . is a good time to stretch. It'll pep you up, improve circulation. Stretch arms and legs while you're still in bed. When you get up, reach toward the ceiling, then relax by dropping your hands toward the floor. Remember to hold in your tummy.

Brushing Teeth . . . and washing give you a chance to strengthen your stomach muscles. Concentrate on standing tall and tightening them. When you bend over, bend from the hips, hold your tummy flat, keep your back straight.

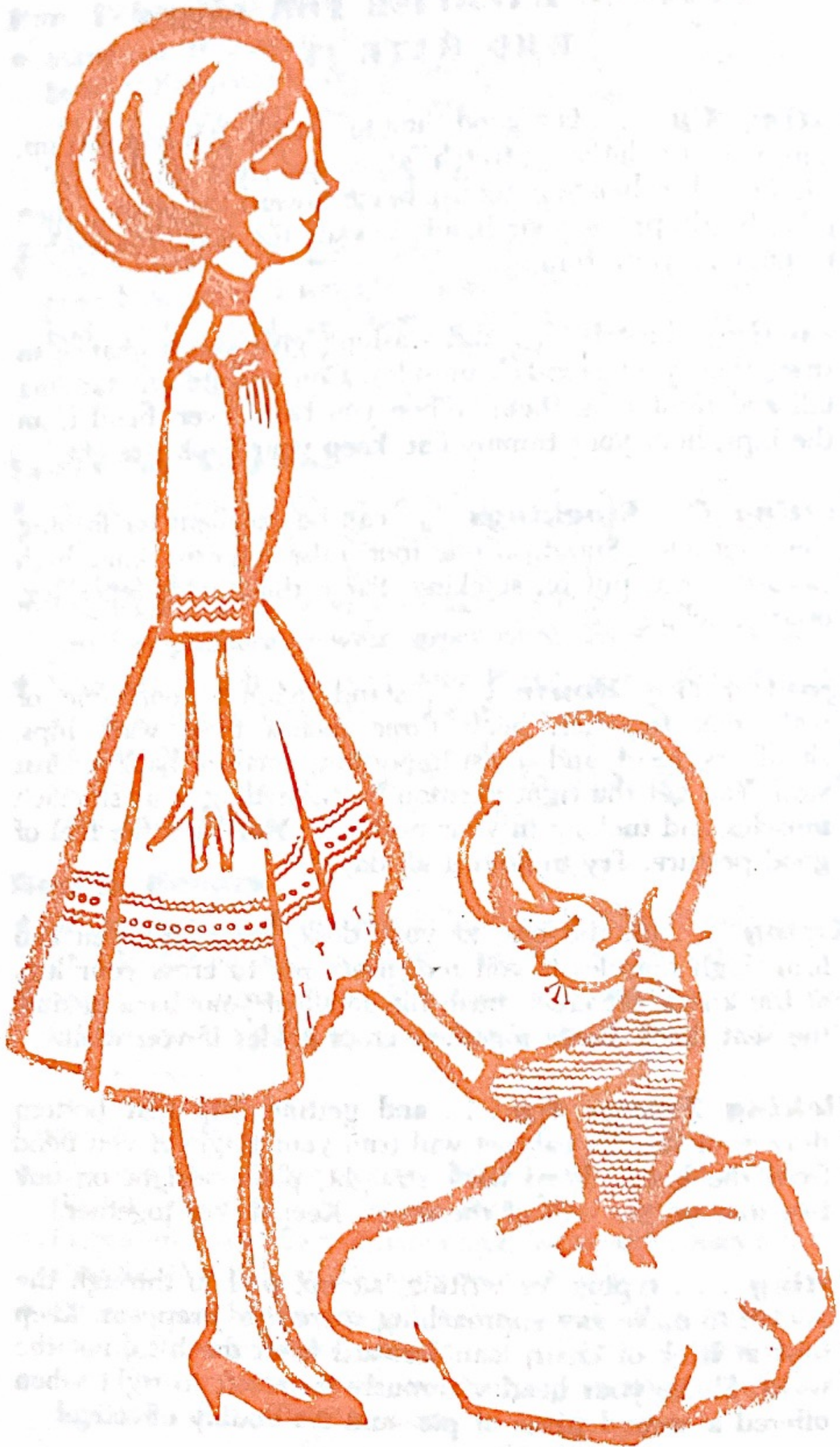
Putting On Stockings . . . can be excellent for firming thigh muscles. Stand on one foot, raise opposite knee high toward chest, put on stocking. Same thing with other leg, other stocking.

Leaving the House . . . stand against doorframe or wall, feet together, heels three inches from wall, hips, shoulders, head, and—most important—small of back against wall. You get the right position by tightening your stomach muscles and tucking in your posterior. You'll get the feel of good posture. Try to hold it all day.

Sitting . . . on the bus, at your desk, anywhere, you can firm thigh muscles if you remember not to cross your legs at the knees. Sit erect, push the small of your back against the seat, keep knees together, cross ankles if you wish.

Picking Things Up . . . and getting into that bottom drawer of the file cabinet will trim your thighs if you bend from the knees, keep back straight, place weight on one foot and on the ball of the other. Keep knees together.

Eating . . . typing, or writing, sit *up*, pull in through the midriff to make any approaching spare tire disappear. Keep hips at back of chair, lean forward from the hips, not the waist. Shake your head vigorously from left to right when offered a second piece of pie—and it's doubly effective!



A New Look at Leftovers

There probably never was—and probably never will be—a woman who sometime in her life hasn't cried in dismay, ". . . but I haven't a thing to wear!"

If you really investigate your wardrobe, you'll find accessories that are interchangeable, items that are missing, clothing that needs cleaning and repair, and worn-out items that need replacing.

What do you own that isn't wearable? Sort out all your clothing. Right away, get rid of anything unwearable. It's a snare, a delusion and a space stealer. What's more, there's bound to be someone, somewhere, who could use it.

Whip into top condition any item of clothing in need of revitalizing. Frequent cleaning will help keep your coats, suits and dresses wearable longer. Don't wait till your heels are completely shot before taking your shoes to be repaired.

How to Revitalize Last Year's Leftovers

Just as a good cook can make a delectable dish from leftovers, you'll find ways to salvage and transform parts of last year's wardrobe. Some things will still look great "as is"; others may deserve the trash heap. First of all, consider a garment's hemline. Even a half-inch or inch variation can vastly improve the appearance of a dress or suit. But be sure to wear the proper heel height with each outfit at your try-on sessions.

Next, when you're just plain tired of an outfit that's still in good condition, consider changing accessories, like buttons. Replace gold buttons with silver ones. Save the gold for another time.

Dresses . . . Here's a possible pick-me-up for an old favorite that's worn out in spots. Some styles can be cut apart and given new life as either a skirt or a blouse—if you have a little sewing ability, of course.

Hats . . . Once upon a time there was a well-dressed secretary who donned a year-old hat and thought it looked awful. Out of sheer frustration, she turned it around and put it on her head backward! Lo and behold! It had interesting new lines. She liked it. She wore it. She made her hat last another season. Now she plays this turn-about game with all her old hats. It doesn't work every time, but she's delighted with the number of successes she's had. Why don't you see if this trick can work for you?

Now that you know what you can count on from last year, you're ready to fill the gaps in your wardrobe. How about a shopping trip?

Shopper's Primer

A BARGAIN IS WHERE YOU FIND IT

Few of us know how to read "sale" advertisements. When we do go to a sale we frequently don't know how to spot the "best buy."

For instance, a marked-down item always carries *both* the last regular price at which it sold in the store and the new low price.

An ad referring to a "Special Purchase" means the store purchased the merchandise at reduced rates, and is passing on the saving. But, unless the product is very well known, you can't tell what the saving is.

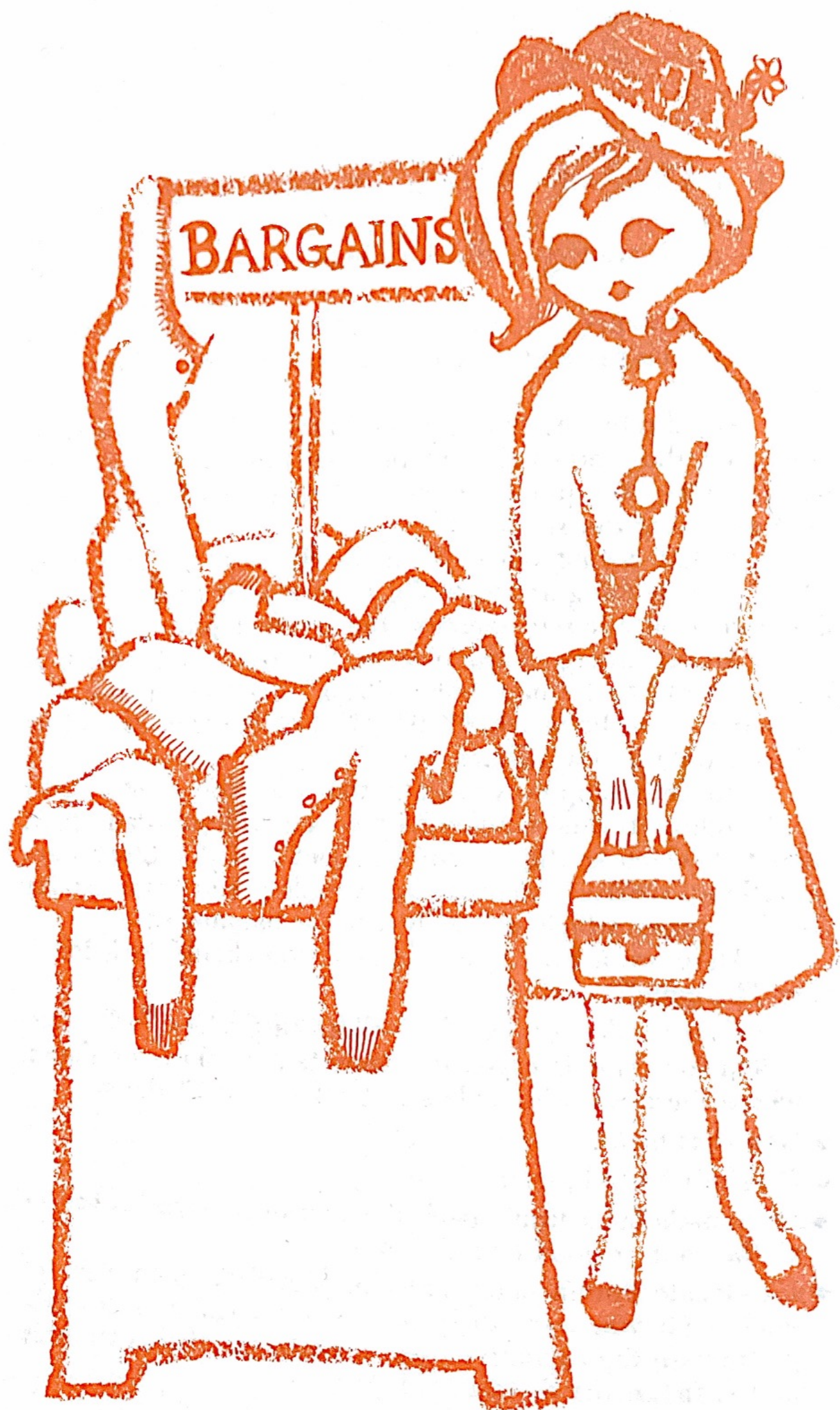
An ad saying only "Women's Blouses . . . now only \$2.95," says nothing at all! If the blouses ever sold for more, the store would surely mention the original price.

An ad saying, "Clearance on Dresses . . . formerly as high as \$50.00 . . . now only \$29.95," *does not* mean that every dress will be worth \$50.00. Most of the dresses will be reduced only a few dollars.

But let's suppose you go to this sale. You want a dress for the office. You need something which will withstand hard wear but which is also smartly designed. (If durability were everything, we'd all be wearing overalls.) You want quality at a low price, which is exactly what a bargain is!

Here are a few "quality clues" you should look for in your "bargain."

- A well-concealed zipper which slides easily. Test lock to see if it holds. This is especially important in skirts or slacks, where there's considerable strain when you sit down.
- Generous hems.
- Carefully bound seams.
- Well-made belts, firmly backed, either of genuine leather, or of the same material as the dress.
- Handmade button holes and hand-detailing—both signs of quality (if you want to be sure you recognize handwork, go through the expensive dress department of a good store and examine the dresses sold there).



And remember:

- 1 Higher priced dresses run a little large. If you try on your usual size and find that the dress is tight, chances are it's an inexpensive line.
- 2 In a dress made of a patterned material the pattern should match where the pieces are sewn together.
- 3 If many dresses of exactly the same style and color are on sale, they may be poorly cut or going out of style.

Once you know what you need, watch for off-season sales. In addition to markdowns, stores offer specials, frequently early in the new season to start a new fashion trend moving.

If you follow fashion magazines and know what you like, these sales will be right up your alley, for you can be an early bird with the newest styles. But if you're cautious about fashions, better wait.

The best sales, so far as price value is concerned, traditionally occur a few times a year. Major winter clearances are usually right after Christmas or New Year's; and summer clothes, after July 4 (sometimes Memorial Day). Another good source for summer clothes is around late February or early March, when cruise departments hold their clearances. Cruise styles are more expensive, but more unusual, than regular summer fare. If you've got a June wedding coming up you'll get a head start on your trousseau at the cruise clothes counters.

Spring sales time is usually right after Easter, but may vary according to the date of Easter and the weather. For these big sales are seasonal and occur at a time when the store is seriously trying to make room for the next season's merchandise. Since the stores are always a couple of months ahead of the season, there are still many weeks of winter left when you pick up a bargain on January 2.

A friendly clerk at your local store will probably be glad to tell you the sale schedule. These are good times for getting top quality clothes at reductions up to 50%. Even at such savings, these expensive items may cost more than you are used to spending. But well-designed clothes last longer, look better and feel more comfortable. For example, better wool dresses and skirts are *lined*, to cut down on bagginess and to feel better against your skin. An expensive classic suit should last for several years—and continue to look good, too.

Start keeping a price record of your clothes, check each item's durability. You may find that your \$40 suit looks impossible the second season, but your \$85 sale suit is doing fine in its third year, with plenty of life left. On a prorated score this is a simple arithmetic problem with an easy answer.

As a rule, keep your expensive purchases in the area of classic styles and basic colors. These will give you long and faithful service. A bright-colored dress (more conspicuous) is one you're apt to tire of more quickly, so it should cost you less to begin with.

SPECIAL SHOPPING HINTS

How to Buy a Girdle

There are many, many kinds of foundation garments, but all have one important thing in common: Unless they fit properly, they're worthless or, even worse, uncomfortable and unflattering. Here's what the Corset and Brassiere Council advises when you're shopping for girdles:

Let the salesgirl measure you for proper size—around the waist, the fullest part of the hips and from waist to thigh. Roll-on girdles are usually labeled *small*, *medium*, and *large*, so you can size them for yourself. *Small* means a waistline of 24 to 26 inches; *medium*, 26 to 28 inches; *large*, 28 to 31 inches.

Always try on girdles before you buy. Check to see if the waist fits snugly, without gaping or pinching. A bulge above the girdle? You need a larger size or a higher rising style.

If there's any boning, be sure it curves with your body. Does the girdle control without constricting? Can you sit down? Is the girdle long enough to stay down as you move about and to mold hips and thighs without making a bulge at the lower edge? If it rides up or makes a bulge, it's too short or too tight over the hips. Now put your dress on. Does the girdle give you a smooth line?

There are also tricks to putting on your girdle. If it's a roll-on type, fold it in half with the top toward the bottom. Step into it and pull to proper position on hips. Roll top into place and center the front. Fasten back garters first.

If it's a regular girdle, step into it and pull slightly above wearing position. Center it, fasten hooks and zipper, then ease it down over your hips. Fasten back garters first.

When you're properly fitted with the right girdle for you, you still can't relax completely! No girdle can do all the work.

How to Buy a Bra

If you're always surreptitiously pulling at your bra, adjusting your straps, or worrying about bulges where there shouldn't be any, consider this advice from the Corset and Brassiere Council:

To find your correct size, measure with a tape around your body (over a brassiere) just under the bust. If the result is an odd number, add five inches to determine your size; if an even number, add six inches. This holds true up to a measurement of 38, when you add only three or four inches to the tape reading. For your cup size: Measure where your bust is fullest. If it is identical to your brassiere size, you need an A cup; one inch more means a B cup; two inches, C cup; three inches, D cup.

Now you're in the store trying on bras. First, be sure the cups are full enough to eliminate any bulge in front or under your arms. Adjust the straps so they lie flat without cutting into your shoulders. If the band causes a bulge above or below, the bra is too small. Is the band anchored below the shoulder blades? Lift your arms to be sure it stays in place.

Can you breathe and move easily, without binding? Now put on your dress or blouse. See if you like the contours this particular bra gives you.

If the bra passes all these tests, buy it. But remember, if and when the elastic gives way, replace it with a new piece or throw the bra out and shop again.

What to Know About Nylons

Never, unless the emergency is great, buy a single pair of stockings—one run and you're out. It's far more economical to buy a half dozen. When a stocking runs, you'll have mates for a long time.

Full-fashioned hosiery is knitted flat, then seamed up the back. Seamless is knitted in one tubular piece, has no back seam. Seamless shaping is done by varying size of loops in the stitches, rather than by decreasing stitches as in full-fashioning.

Stretch stockings are made of a specially treated yarn. Because they adjust to length and width, they come in fewer sizes than the regular hose.

Plain knit is a smooth-surface, simple jersey stitch that stretches in both directions. Mesh knit has tiny interlocking loops which don't run easily but can't be stretched so much.

Denier refers to the weight and thickness of each thread. The lower the denier number, the thinner the yarn and the thinner the stocking.

Gauge tells how many stitches there are in a horizontal inch and a half. The higher the gauge number, the greater the number of stitches and the stronger the fabric.

Dress sheers are usually made of 15 denier yarn, for daytime wear. Walking sheers are in heavier 30 denier yarn, for real service. Evening sheers are in lightweight 10, 12 or 15 denier yarn for special occasions.

What's the difference, then, between expensive and inexpensive stockings? Not so much as the makers of high-priced brands would have you think. There's very little difference in nylons that you yourself can't see. So don't turn up your nose at bargains.

What You Need in Gloves

If you're in a big city, or going to a public or private function, or dressing up for any reason, gloves are *de rigueur*. When you get inside, take them off if you like.

Proper glove length is always a bothersome question. The experts say that for formal occasions, when you wear a long, sleeveless gown, gloves should be opera length (middle of upper arm) or shoulder length.

For other occasions, shortie gloves can be worn with anything. Or remember the safe rule of having your gloves just meet your sleeve.

Though gloves rarely button any more, their length is often referred to by "buttons." Each "button" means an inch above the thumb. Therefore, a wrist-length glove is two buttons; bracelet length, four buttons; mid-arm, eight buttons; crush type, 10 buttons; elbow, 12 buttons; opera, 16 buttons; and shoulder, 20 buttons.

Keep your gloves on to shake hands; take them off to eat; leave them on or take them off to drink. And—soiled gloves are worse than none at all!

What Are You Wearing Today?

Unless everything you own has just burned up in a fire or been lost in a shipwreck, you will probably never have to build a whole wardrobe from scratch. Instead, you'll add a few new things every year, keeping the best of the old. As you learn to buy carefully, you'll have more and more good leftovers. This is a state to be sought, rather than deplored, for even women who make the "best dressed" lists love to boast of all the 10-year-old things in their closets that are "still as good as new."

Well, let's consider what you need and outline a buying plan. Take stock of your office first, for what goes in one place might not necessarily go in another. A firm dealing with fabrics, fashions or cosmetics might encourage lavish use of color and the newest modes, but a banker might expect you to blend quietly into the background. On the other hand, even banks and bankers may differ from each other. In general, there is more latitude today than a few decades ago. Splashy prints and low-cut dresses are still out, but you need not feel restricted to basic colors.

Climate is important. Where there's no air conditioning, rules for summer fashions may be more lenient. If your office is very well heated in winter, you should avoid long-sleeved wool dresses. Better a dress with a removable jacket, or a suit with a pretty blouse underneath. Now let's get down to specifics.

WINTER WARDROBE

- **Suits** Very Practical. Skirts can be worn with separates; blouses and sweaters can combine with many skirts. In most climates, suits lead a busy life throughout the year, worn either alone or under a coat, except in the summer months.



Three suits would serve you very well, especially with a changing array of white and colored blouses and other tops.
Color:

- 1 Black, if it looks well on you, is a "plus" for any wardrobe, and is very versatile. Black is the best background for jewelry—which helps your suit double for dressy occasions. A black suit should be really good, so don't stint on quality. Substitute another dark color, if you prefer.
- 2 Light color. Gray is great for versatility and wearability. It goes beautifully with all colors, doesn't show dirt and is well suited to year-round use.
- 3 A splashier suit in a pretty color or check or plaid.

NOTE: You needn't buy both spring pastel suits and fall tweedy suits if your budget is limited. At least two of your basic suits should be able to do three-season duty with changes of accessories. For example, flowery or pink hats can give a new spring look to black or gray; similarly, you can substitute orange, rust and other fall colors at the end of summer.

● **Dresses** Two or three wools and two or three lighter weight tailored dresses (gabardines or rayons). With your suits and one or two odd separates, you'll get a two-week wardrobe with no repeats!

● **Afterhours Additions** Some of the above outfits, like wools, should do double duty at social affairs. Here's a tip on how to find dual-role dresses. Choose unadorned styles of the "basic dress" type. These are Cinderella dresses that easily go to the ball (well, at least to a party) with additions of jewelry, belts, etc. Dresses that feature conspicuous pockets, buttons and other nonremovable "built-ins" give you less scope.

Depending on the extent of your social life, you'll probably want to add a few party dresses to your wardrobe—one or two dressy, but covered-up, silks or crepes and one or two cocktail or short evening dresses.

- **Buying Schedule** One suit, two or three dresses, one skirt, four or five blouses every fall-winter season.
- **Coats** Try to buy a new coat *before* the old one is ready to be discarded so you can always have at least two wearable coats in the closet. This way you can rotate colors, perhaps alternating a serviceable dark coat with a brighter one. If winters are cold where you live, don't sacrifice warmth to fashion. A fur, synthetic fur or fur-lined coat may be a necessity.

SUMMER WARDROBE

Summer fashions are more subject to regional variations. In large cities in the Northeast, for example, there's less emphasis on white shoes and pale pastels, possibly because of dirt and soot. Here dark cottons are *de rigueur* from August on, while in the South light colors prevail. Follow local custom unless you're a confident pace-setter.

But *do* break out into color; try dyeing a pair of white cloth shoes to match your prettiest cotton. Some shoe stores perform this service free. If there is a fee, it's small, and the color range is tremendous. You can also wear those colored shoes with white, beige, black and other shades.

Separates are good buys for summer; they're both plentiful and inexpensive. Summer clothes are quick to fade in our affections—and perhaps even in the wash—so a low price is a blessing. With good-looking separates starting as low as four or five dollars, and dresses not much more, you can assemble a modest wardrobe (two skirts, three blouses, two dresses) for \$50!

Investigate drip-dry fabrics for convenience, though you may prefer cotton for coolness and comfort. Be especially careful that your slip and bra are right for sleeveless dresses with deep armholes—or any low-cut styles, for that matter.

SPRING AND FALL WARDROBE

These seem to be vanishing seasons in so many parts of the country, so you may require only a few traditional clothes. A lightweight coat is almost a certain must, so consider a lined,

well-styled raincoat for double duty. Avoid pastels if you want to use your coat for both spring and fall.

TIPS ON STYLE AND COLOR

- Dark colors make you look smaller; light colors, larger. If you're large in one spot, small or normal elsewhere, combine dark and light colors in the appropriate ratio.
- Slimming effects can be achieved by a single vertical or diagonal line. Heavy women should avoid horizontals, large prints, nubby fabrics and many colors.
- Round face and/or short neck? Wear V-necks, not high, round collars.
- Long neck and/or pointed chin? Wear high-neck dresses, or fill in throat area with scarves or jewelry.
- Discover your most flattering colors and try wearing them near your face.
- Avoid multiple color splashes. Three uses of a color accent (like red shoes, bag and hat with a navy suit) are almost always too many. Two uses will usually pass muster, but head and toe combinations are least desirable. Most acceptable would be navy shoes with red bag and hat. Gloves could be red, white or blue, depending on blouse or jewelry, but navy would be safest.
- Jewelry, incidentally, should be used sparingly. Better too little than too much. Please! Don't wear large rings, a fancy watch, bracelet, necklace, earrings, and a pin *all at once*.
- Black. This color gives you the biggest choice in both clothes and accessories, so it would be most convenient to find a black that flatters you. There are blacks and blacks. Some are grayed and dingy, others are more vibrant. And then, there's black velvet, practically a color all its own—and a very exciting one. But remember, a plain suit or sheath is no longer simple if it's velvet. It's best avoided in the office. But after five, it goes almost anywhere, except to the fanciest formal affairs. Choice of jewelry—a simple accent pin or a dazzling necklace—makes all the difference. Black velvet separates are readily available and can be combined into a suit, provided the two shades of black are compatible.
- Brown. Harder to deal with as a basic color, but brown is

beautifully suited to a chromatic color treatment with many tones of tan and beige.

- Here's an easy way to add color accents to basic-color costumes. Take two or three pairs of white cotton gloves and dye each pair a different color. It's easy to do and costs only a few cents. (You may want to buy gloves a half a size larger than usual, to allow for some shrinkage.) To be assured of year-round wear for these gloves, dye them to match your unusual spring, summer or fall colors—electric blue, chartreuse, hot orange, or what have you? Wear them with the outfits they match—then wear them in the winter as a single brilliant contrast to an all-dark or all-gray outfit.
- Hats. You may seldom wear a hat, but you need one or two in your wardrobe. Flattering hats make you look important as well as pretty. Besides, men like hats! If you customarily go bareheaded, try wearing a hat to the office and note the reception you get!

TIPS FOR PROBLEM FIGURES

The *half-size figure* is shorter in stature than that of the average woman, is somewhat shorter waisted, and usually has a shorter neck and arms, as well as a relatively larger waistline.

- Don't wear large, splashy prints.
- Don't choose large-collared dresses.
- Don't wear bright, harsh colors.
- Don't wear a belt that's overly wide. Choose instead a narrow belt of the same fabric as the dress.
- Don't wear a dress with horizontal lines. Your silhouette should be vertical and simple in design.
- Do wear a well-fitted uplift bra to lengthen line between bust and waist. Avoid raglan sleeves and fullness on top.

Skirts should fall straight from the hips without bunching . . . a folded pleat at the back lengthens the line . . . avoid flares and gathers. Button-down-the-front coats are slenderizing . . . double-breasted ones usually are not . . . most flattering are seven-eighths or full-length styles with fullness tapering at the hem. V-necklines, slightly longer skirts, supple three-quarter sleeves help minimize a figure . . . plumpness is emphasized by boat or square necklines, clinging sleeves, broad belts, belts in contrasting colors.

Be Your Own Maintenance Girl

Clothes will last longer if you take proper care of them. Here's how:

- **Delicate Fabrics** Wool needs careful hand laundering with special soaps. Getting sweaters back into shape (*your* shape) is easy if, before washing, you trace each sweater's outline on a piece of heavy wrapping paper. Coax the wet sweater gently to fill the outline, then pin it in place. The floor is your best "drier," but you may want to place a towel underneath to absorb moisture.

Wash 'n wear and "little or no ironing" fabrics launder easily but tend to need washing more often. This is particularly true of synthetics, less so of special-finish cottons. Discoloration can also be a problem with synthetics, so get in the habit of using gentle powder bleaches when you wash white lingerie and blouses.

- **White Dress Insurance** Carry a piece of chalk with you to do an on-the-spot cover-up job. This doesn't substitute for a real cleaning, but it's a good temporary arrangement.
- **Shoes** Camouflage serious scuff marks with crayon. Wondering how to polish your pastel shoes? Add food coloring to white shoe polish until you have the desired shade. For unusual tones of gray or brown, add white polish to black or brown polish.

Even with the best shoe wardrobe, all is lost unless you take good care of it. Check lifts regularly to be sure they're not run down. Get a good professional shine once in a while. In between, wipe off excess dirt with a damp rag, then polish with shoe cream and a soft cloth. Fabric shoes can usually be cleaned nicely with a clean rag and a good cleaning fluid used on the entire area to avoid leaving a ring.



Use shoe trees or tissue paper to help your shoes keep their shape. Store them in a nice airy place. If you get caught in the rain with no rubbers, let your shoes dry at room temperature, held in shape with trees or tissue. When they're completely dry, give them a good shine.

- **For Better Dry Cleaning** A dry cleaner is no magician. Take him clothes that have been neglected too long, or that aren't dry-cleanable in the first place, and he can't make them look like new again. Many customers don't understand the facts about dry cleaning, says a spokesman for a cleaners association. In the interest of peaceful coexistence, he offers these suggestions:

Remove everything from pockets. Items left in pockets may be lost, or not discovered in time to prevent them from ruining the garment while it's being cleaned.

Don't let light-colored cotton raincoats get too dirty before bundling them off to the cleaners. Cotton retains soil longer than wool, needs periodic cleaning.

When buying clothes, be sure belts, trimmings are dry-cleanable. If you treat a housecoat like an apron, letting it get soiled from food or dust, don't expect it to come back from the cleaner's looking like new.

Be extremely careful—and be prepared to take the consequences—when you try do-it-yourself spot removing. Do not rub hard or pick at material. Don't try *any* home remedies on silk, chiffon, taffeta or satin.

Food stains—soft drinks, coffee, tea, milk, liquor—are most difficult to remove. Grease stains are the easiest.

Wash-and-wear clothes dry-clean beautifully. So do wool clothes.

Ask careful questions when you want something dyed. Loosely woven, loose-fitting wool garments dye best. Taffeta and satin dye badly. Any fabric may shrink when dyed. Always dye clothes a color darker than the original.

Don't wait too long before taking clothes to the cleaner's. Stains may set into the material—longer you wait, harder they'll be to remove.

- **Tips on Leather** Much of it is washable, all of it dry-cleanable, as well as imaginatively styled.

Here's the latest word from the experts on caring for leather:

Suede, of course, must be taken to a reliable dry cleaner,

though minor spots can be brushed out.

Most leather clothes are made of capeskin or kidskin.

With these, there's much you can do yourself. If they're spotted or soiled, sponge the area with mild soap, using lots of suds and only a little water, then wipe dry with a clean cloth. Apply another bit of suds, allow to dry and then rub lightly with a soft cloth. On grease or gum spots, carbon tetrachloride works best. Apply it with a cloth; rub lightly in circular motion. It usually works well on paint, too. If it doesn't, try turpentine, sparingly at first, then use carbon tetrachloride to remove the turpentine stain.

Some leather things can be dunked directly in a tub of water and suds—if they are so labeled. This, of course, is the way to clean washable leather gloves. Shoes and handbags are best wiped with a damp, soapy cloth.

If you feel a bit nervous about do-it-yourself leather rejuvenation, then just take your leather to a good dry cleaner.

- **Care of Raincoats** No raincoat is *waterproof* unless it's oilskin, rubberized or plastic coated. All other rainwear (remember this for galoshes, too) is *water repellent*. This means the fabric has a finish to increase its surface tension. The fabric resists wetting because water tends to stand on it in beads rather than spread out and sink in.

The special water-repelling finish is usually a permanent part of the fabric, but soap can lessen its water-resistant activity. Soap must be used to get the coat clean, but it's impossible to remove the soap entirely. When you have your raincoat cleaned, have it retreated each time. Be sure to go to a reliable cleaner who will rinse the soap out in fresh solvent and use a soap neutralizer to reduce the residue to the minimum. If you ever get your coat back from the cleaner's and find it's stiff after refinishing, it's because they used too much refinish, to overpower the soap residue which wasn't properly removed.

If you wash your raincoat yourself, be sure to give it several good rinses. Iron it carefully to help restore water repellency.

Always be sure you get a recognized brand of finish when you purchase a raincoat, and you'll increase its chances of holding up well. Some big-name finish companies offer a guarantee of performance, and others maintain refinishing stations in dry-cleaning shops.

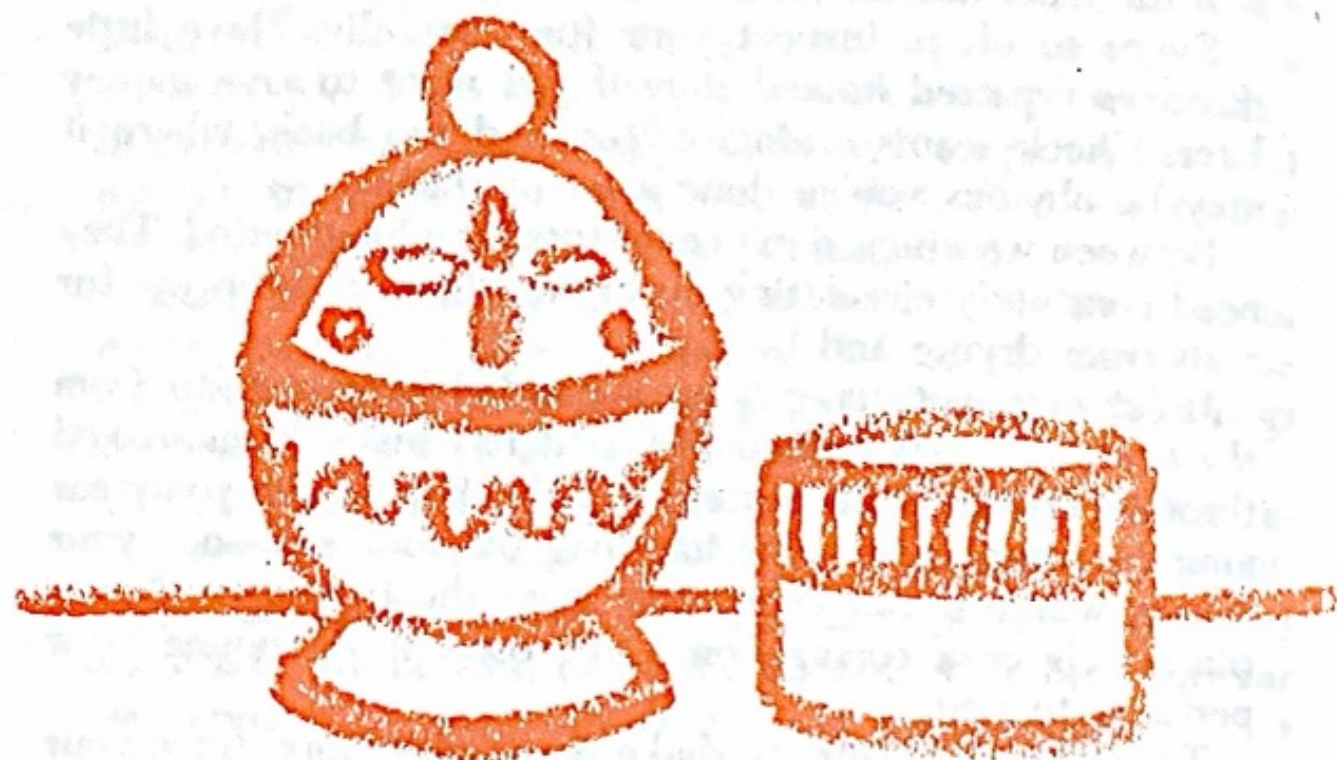
- **More Wear From Fur** Every fur should be cleaned at least once yearly by a professional cleaner. Don't attempt to spot clean fur yourself. Never touch it with cleaning liquids. Even if fur isn't "dirty," professional cleaning is important to remove dust that collects on each hair. Dust can dull the hairs and make them break.

Every so often, inspect your furs carefully. Have little damages repaired immediately if you want to save money later. Check seams, lining, edges, and the back, where it may be obvious you've done a lot of sitting.

Between wearings, don't cover furs for a long period. They need constantly circulating air around them to keep the fur ends from drying and breaking.

If fur gets wet, hang it on a padded hanger *away from the heat*, and shake when dry. If it has really been soaked through, take it to the furrier for a checkup. When you wear your fur coat, carry your handbag on your arm—not your sleeve, where it can eventually wear the fur down. Never pin jewels or a corsage on a fur coat. And confine your perfume to *you*.

To freshen furs, simply shake them with vigor. Save your brush and comb for yourself.



How to Pamper and Prettify Your Skin

Well now, what kind of skin have you? You can be a) oily, b) normal, c) dry, or d) combination. The last is most common; it means dry cheeks and everything else oily. Very oily skins need frequent soap-and-water care. If cleansers are used, they should be followed by astringents. Very dry skins usually like to shun water, bask under creams and moisturizers.

If you have a real problem skin, see your doctor. Follow his directions for cleaning and make-up. He may give you an Rx for a therapeutic powder base.

Remember that you've got skin all over—not just on your face. Treat your birthday suit kindly—with baby lotion after your bath. Give special attention to trouble spots such as elbows and the backs of heels. Use a deodorant after bath or shower; if it proves irritating, use a milder brand.

Tips on Tans Getting “brown as a berry” is old-fashioned and dangerous—too much tanning can ruin your skin permanently, making it wrinkled and coarse in a few years. Limit sunbathing so you maintain only a medium tan.

There are lots of sun lotions and creams on the market, and one of them *must* cover you completely. Some contain moisturizing agents to prevent your skin from drying out. Some are water-resistant so you won't have to reapply them after every swim. Some, for people who can't tan safely or who tend to freckle, keep the sun out completely or let in only a fraction of what you'd get otherwise. The newest concoctions are colorless lotions that give a tan all by themselves—without your even going near the beach!

When you're out in the sun, make-up can help protect your skin, particularly if you use suntan lotion as a base. Be sure to wear lipstick or lip pomade at all times, to prevent sun blisters and dry lips. If you like eye make-up, buy the kind that's waterproof and won't run when wet.

MAKE-UP

- **Foundation** Use *darker* tones on areas you want to minimize, like a long nose, pointed or double chin. Use *lighter* foundation to conceal dark areas, like bags under eyes.

Foundations come in liquid, cream or cake styles, form a protective film against dirt and serve as a holding base for powder. Foundation can be used alone for a more luminous, natural look. But powder should never be used alone. It cakes and clogs up pores or oily skin, causing blemishes, and it makes dry skin even drier.

Apply foundations in small quantities, blending thoroughly. Choose a color close to your skin tone, but don't make the mistake of picking dark shades just because you have dark hair. Brunettes can have very fair skins and blondes can have dark skins.

- **Rouge** Cream and liquid rouges are applied after your base and before powder. Only cake rouges go on after powder. Rouge is used to simulate a natural flush, so it should be confined to cheekbone area, from just below the middle of the eye to its outer edge. Blend carefully in an upward, outward motion. Use too little, not too much.
- **Powder** Particularly flattering under artificial light, powder is available in loose or pressed styles. Since pressed powders are made with oils, women with oily skins should avoid them.

Use powder one shade lighter than your foundation, pressing on firmly with clean puff. Let powder set, then dust off with a light downstroke to keep facial hairs from standing up. Fleck powder off eyebrows and lashes. (Make up your eyes afterward.)

- **Lipstick** It not only beautifies, but lubricates, too; acts as a protection against chapping. Color: Lipstick should be related to skin tones, but you have a wide choice of shades within each family that will look well on you. That makes it easy to find colors that match your red, orange, purple, pink, plum and rose dresses. Play around with color. Buy a variety of lipsticks. A basic set for most women would include a red-red, an orange and a pretty pink. Note: Natural daylight intensifies color, making pastels good for daytime

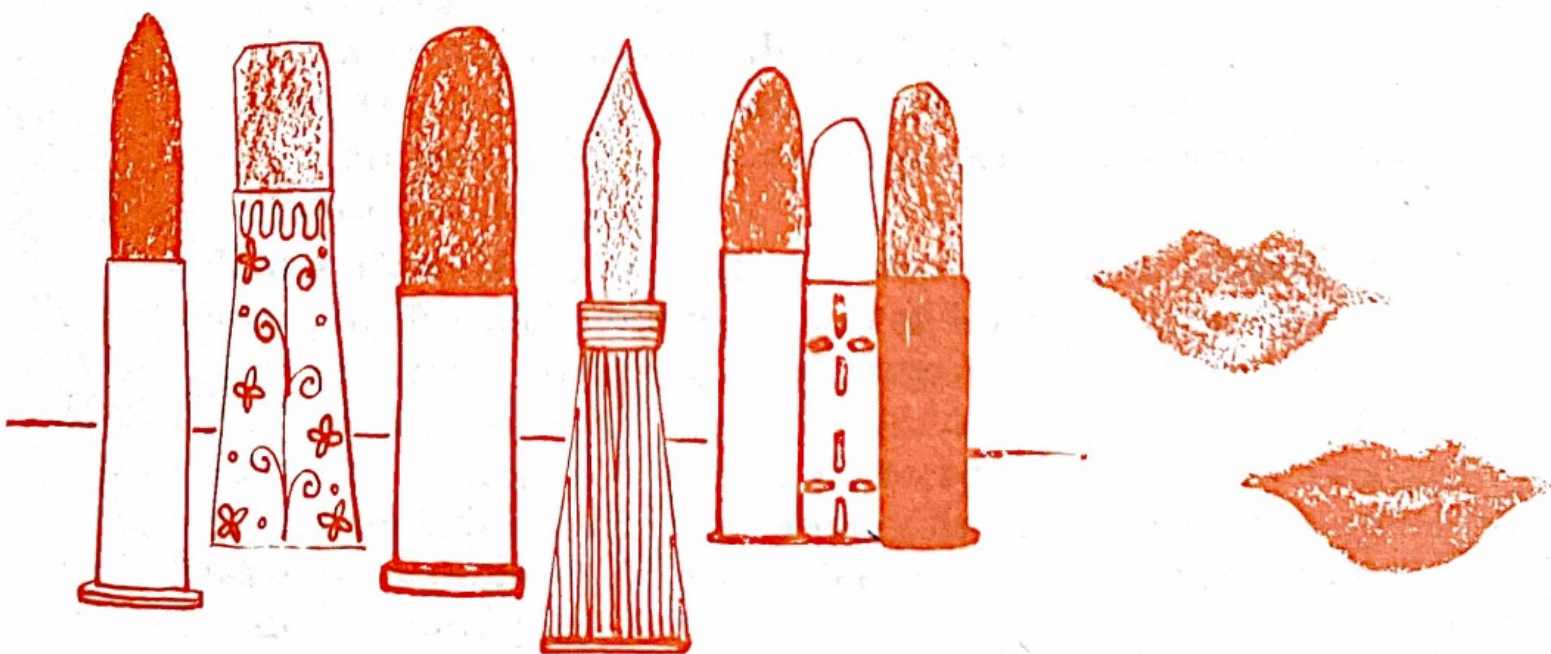
use. Artificial light fades color intensity; warmer, deeper shades recommended for nights.

White lipstick is fun to experiment with. If you must change lipsticks during the day, and can't cream off the first color, an intervening coat of white acts as a neutralizer. White undercoat lightens colors for a more subtle effect than the usual red slash. But white over another color can give a sort of fluorescent quality that isn't always attractive..

HOW TO APPLY Rub a lipstick brush on the lipstick. Relax lips with mouth closed. Start at right corner of upper lip. Working to center, trace a smooth line around the lip; reverse brush and do left side. Draw a straight vertical line through center of lower lip. From each corner, draw a full-rounded curve down to meet this line.

Repeat entire operation with lips slightly apart and smiling. Powder lightly and blot.

REMEMBER: You can shape your lips to suit your taste, but, especially in the daytime and at the office, don't get too extreme if you don't want to look grotesque. All make-up should be applied with restraint.



Too little



Too much



Just right!



Eye Magic

Your eyes are the most important part of your face, and perhaps the most important feature of your physical appearance. Beautiful, expressive eyes can be your greatest asset. Cultivate a pleasing eye personality (avoid angry or dull expressions), then learn to look people in the eye. They will be hypnotized into returning your glance. Later, they may not even remember what you look like, but your beautiful eyes will have captivated them.

How to Make Your Eyes Lovelier

Think of your eyebrows, eyelashes and eyelids as a setting for sparkling jewels. Treat them so they complement your eyes.

- **Brows** Never shave or tweeze excessively. Tweeze mainly to trim straggly hairs under the brow. Try not to pluck above the brow; instead, use short strokes of a sharp pencil to correct the hairline—black pencil for dark brunettes, brown for everyone else. In general, try to keep to the original shape of your brows, for they are sure to be prettier than any penciled line. Corrective shaping is particularly effective in two areas:

- 1 the outer edges of the brows, if the curve is either too extreme or too slight for your taste.

- 2 the inner edge and over the bridge of the nose. Close-set eyes will look farther apart if brows are trimmed here. If eyes are set too far apart, use your pencil to extend brows toward the nose.

- **More Pencil Uses** Either a sharp pencil or a liquid eye liner can provide a dramatic accent for your eyes. Starting at inner corner, draw line along base of lashes; then, pulling your lid taut at outer edge, continue line slightly upward, extending beyond the eye for no more than a quarter of an inch. Remember that long practice is essential to give eye make-up a professional look. Better to use none at all than to do a sloppy job.

- **Eye Shadow** Avoid it in the daytime, but it's suitable for evenings. Never use shadow if you have deep-set eyes.

- **Curled Eyelashes** If you look in the mirror and can't see your upper lashes, it means they're not naturally curly. But curling lashes is one of the most effective eye make-up tricks. Unlike drawing lines, it requires no skill. Upward curling lashes make a pretty frame for your eyes, and make them seem larger. Use a good curler, being careful to change the rubber at the first sign of splitting or stickiness. Refills cost just a few cents.
- **Mascara** Not needed for daytime use unless lashes are pale. Try the new roll-on mascara "pencils." They're easy to use (there's no brush to be wet) and they also help train the curl.
- **Camouflage Tip** Use make-up base to conceal bags under your eyes and discolored lids.

Protect Your Eyes

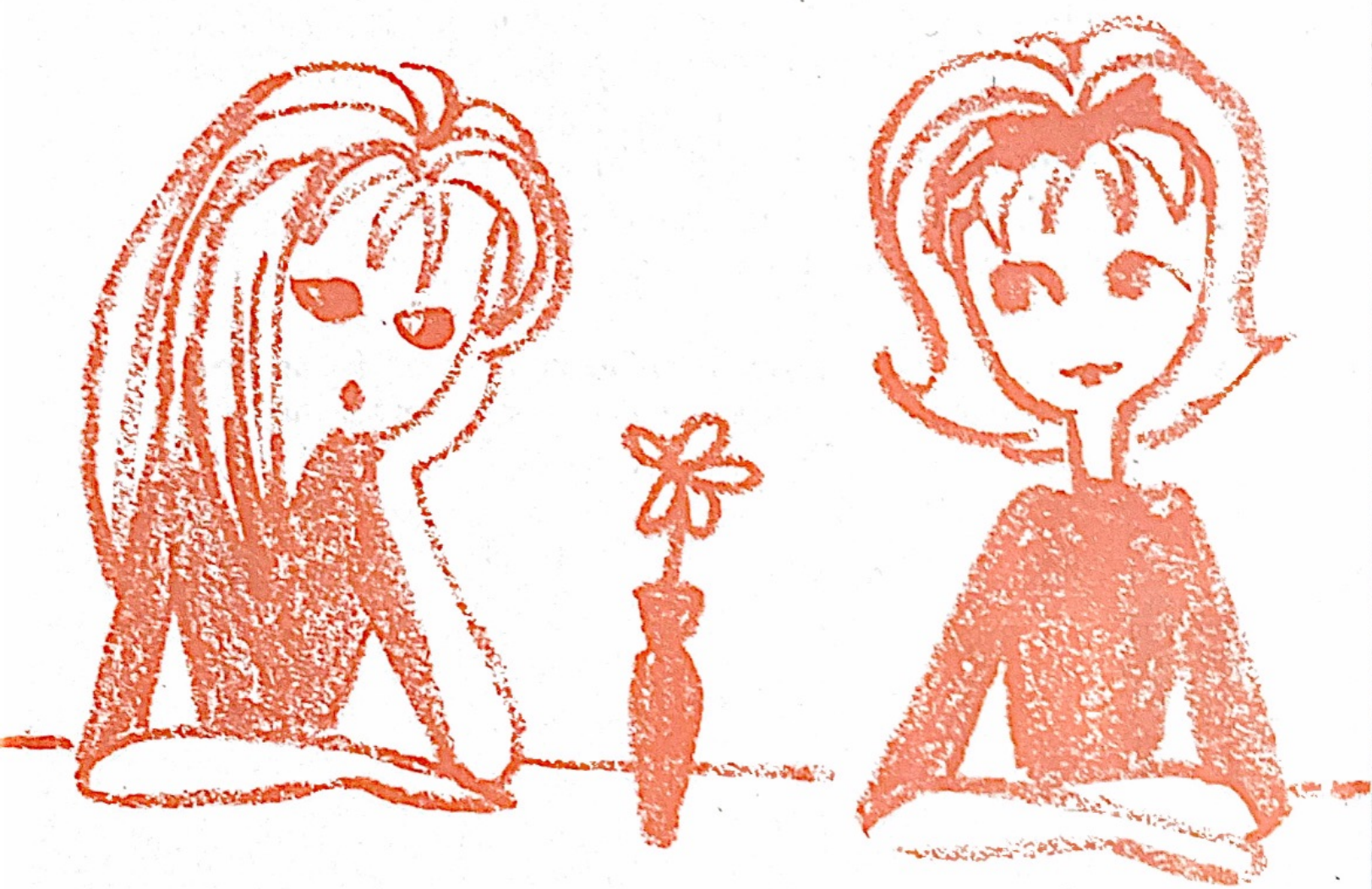
None of us need to be told we should protect our eyes. But some tips on *how* to protect them may be helpful:

- Have a physical examination once a year. Diseases can and do cause partial or total blindness.
- Never touch your eyes with anything that isn't absolutely clean, and that includes fingers and hankies.
- Don't try to rub, pick, or wash embedded particles out of your eyes. Do-it-yourself can cause permanent damage.
- Don't wear sunglasses for night driving. They reduce glare, but also reduce your ability to see.
- Have a complete eye examination every two years, even if "nothing's wrong." Have more frequent checkups if you:
 - Have trouble with small print, dislike close work or tire quickly at it.
 - Avoid light, or are sensitive to it.
 - Frequently trip over small objects.
 - Tilt your head to one side, or hold reading matter too close, too far away.
 - Have swollen, watery eyes.
 - Have headaches or frequent styes.
 - Are over 40.
- Last but far from least, if you need glasses, wear them! Is there really any choice between vision and vanity?

Eyeglass Styles

- For a round face, try uplifted brow lines and square lower frames, or a harlequin shape.
- For a short, broad, square face, rounded lower rims with uptilted or straight frame tops, and rounded lower rims are good. Also broad harlequins.
- For a heavy jaw line, broaden the temple with a wrap-around style. Or wear harlequin top and round lower frames.
- A long, thin face can use uptilted glasses. Lens should be large to underplay nose length. Square shape helps, too.
- A heart-shaped face needs frames straight on top, rounded or square lower rims. Harlequins and upswept styles should be avoided.
- To minimize a large nose, wear heavy glasses. If your nose is small, wear fragile glasses which won't overwhelm it.





How to Have Beautiful Hair

Beautiful hair can be the making of an otherwise plain girl. A change in hairdo can alter your personality, and coiffures give you your greatest scope for expressing individuality.

Unless your features are classic and regular, avoid very short hair styles; instead, use your locks to enhance your looks, to soften your face.

It's wise to analyze your face type, then consult a good hair stylist. Discussing with him the features you think need minimizing, those that should be emphasized. Pay close attention to the setting process, so you can try to duplicate a professional stylist's work when doing your own hair.

Style Sense

- If you're heavy, avoid bushy hairdos, try sleek styles.
- Thin women can achieve a less angular look with bouffant styles.
- If you want to minimize a long neck, wear your hair long, avoid upsweeps. The opposite holds true for short necks.
- High foreheads can look majestic, but should you want to disguise one that's too high, wear soft bangs or curls.
- Low foreheads look better with either an upsweep or short fringe bangs.
- If you have prominent features, like a large nose, don't pull your hair back tight; keep hair soft around face.

Setting Sense

- First, your permanent wave. Don't ask for tight, frizzy curls, thinking the wave will last longer. It *may* last a little longer, but your hair will take weeks to look natural.
- Wet each strand separately, curling just a small amount at a time. Water is best for most hair, though setting lotions can be used. Beer is excellent for thin, fine hair. Use rollers or pin curls.
- Dry hair quickly. When fully dry, brush it out before combing.

- Sprays. Lacquer is drying, lanolin adds oil. Avoid using the wrong type for your hair. In any event, use sprays sparingly—only to keep coiffures in place in wet or windy weather.
- Some women find they can replace overnight settings with quick dry sets in the morning. If you have at least an hour, and set your hair as soon as you get up, this plan may work well for you.

Hair Care

Unless you're very lucky, your hair requires daily attention. The first requirement, of course, is brushing with a strong, but not sharp, brush with tapered bristles. Choose a brush with natural bristles—the rounded ends are better for your scalp than sharp nylon. Brushing doesn't ruin your hairdo, but actually encourages it to snap back into shape. It stimulates the scalp, removes surface dirt and loosens dandruff. If your hair is particularly oily, brushing will help to normalize it over a period of time, but you must go easy in the beginning unless you want to shampoo more often. If you have an excess-oil problem, watch the fatty and fried foods in your diet, shampoo as often as necessary, and between shampoos, remove oil with alcohol or cologne on a clean piece of cotton.

For dry hair, oil treatments combined with steaming work wonders.

After a shampoo, massage the scalp for five minutes to stimulate circulation. Use finger tips for a strong rotating motion all over your head.

Wash your hair as often as you like, but always use a liquid or cream shampoo, never a cake soap which sticks to the individual hairs. After two soapings and scrubbing, rinse thoroughly under a shower or hand spray. Dry vigorously and quickly, using a turkish towel and then a brush.

A word about frequency of shampooing: Probably the best thing that ever happened to hair in this country was Mary Martin's daily hair-washing routine in "South Pacific." Doctors had said for years that washing was good for the hair, yet many women preferred to believe the old wives' tales about washing's being bad. If your hair is oily, it will look prettier if washed often—even two or three times a week. An electric drier will help solve the time problem. Dry hair can be shampooed less often—but always remember that your hair should always be fresh and sweet smelling.

Dandruff, one of a girl's worst enemies, is actually a disease. So far, there's no real cure for it, but it can be kept in check by medications on the market—your doctor can recommend one.

It's important to get treatment, since a scalp condition can also affect the skin. There are special shampoos which may be all you need to improve this condition.

Hair Coloring Not too long ago, the rest of us looked down our noses at women who changed the color of their hair. Today, there's no reason at all not to sport the most becoming hair color—whether it's your own or from a bottle.

Many women, however, still don't know how to go about coloring their hair, and don't know the differences between the many preparations available. Here are some helpful hints from the Toilet Goods Association.

Temporary Tints contain colors that are not dyes. They merely coat the hair and may be washed out. Temporary tints give gloss and highlights, may lighten or darken hair slightly, help restore faded hair, cover grey hair and eliminate a yellow cast in white hair. They also tone down overbleached hair. Temporary tints give you a chance to experiment—if you make a mistake you can always wash them out.

Permanent Tints contain dyes which penetrate the shaft of the hair and are not affected by shampoos. They remain in the hair until it grows out or until they are stripped out by chemicals. If you want your hair permanently tinted, *have it done by a professional*, at least the first time. If you experiment at home and make a mistake, you can be in trouble until your hair grows out or until you have it recolored. Be sure to make a patch test before using permanent dyes—there's a slight possibility you may be allergic to them.

Bleaches remove the color from hair. They can lighten or prebleach it in preparation for a dye many shades lighter than your true hair color. Always test to determine the exact time to leave the bleach on. Never use bleach immediately before or after a permanent. Wait at least two weeks.

Pick your shade, do a good job, and who knows? You may change your whole life.



Getting Your Scent's Worth

"Perfume," "toilet water" and "cologne" are common enough terms, but almost everyone gets confused about the differences between them. Perfume is a blend of essential oils with just enough alcohol to "carry" the bouquet. There's no basic difference between toilet water and cologne. Both are diluted forms of perfume and therefore are not so strong or long-lasting.

Hints from experts: Perfume and toilet water smell different on different people, so always try some on your own skin before buying. Your own chemistry will determine the scent. An application of perfume on the skin lasts only about four hours, so keep your bottle handy for reapplications. Wearing perfume on the "pulse spots"—wrists, throat, temples, inside elbows—intensifies the scent. Hair holds scent nicely. A bit of perfumed cotton tucked in your bra will hold its scent for hours.

Once a bottle of perfume has been unsealed, it will slowly evaporate even though tightly covered. Don't try to save it for years—wear it.

Never apply perfume heavily, unless you want to asphyxiate the surrounding populace. Especially during working hours, it's important to be careful not to overwhelm people with waves of scent. Just a little—regularly reapplied—is much more subtle, attractive and appreciated.



How to Type Prettily

Your hands are constantly on display, especially in the office. So don't be a manicure delinquent—learn how to take care of your nails so they'll always be an asset to your appearance.

First, remove old polish with a piece of cotton soaked in remover. Press a few moments to soften the polish, then rub.

File from side to center, or only in one direction, with an emery board. This method will help keep the three-layered nails from breaking. Then buff in one direction only.

Apply oil or cuticle remover, push back cuticle. Remove hangnails with scissors, cutting cuticle as little as possible. Wash and dry hands thoroughly.

Now for the polish. First apply a base coat to make polish last longer. When dry, apply two coats of enamel in smooth, single strokes, from base to tip. Do sides first, then fill in the center.

Protect the enamel with a colorless sealer over the entire nail and under the tip, too. A daily coat of sealer provides double insurance against breakage and chipping. Never, never pick off nail polish. Picking removes the top layer of the nail itself and weakens it.

As for problem nails, one expert recommends that you shape them as square as possible until the whole nail growth reaches the finger tip. Then shape them properly.

Always keep your polish in good repair. Be sure to clean your nails every day, whether the dirt shows through the polish or not! A manicure is a must at least once a week—too many touch-ups give a bumpy, messy look.

To keep your nails in good shape, learn to use the cushions of your fingers—not your nails—for everything from putting on girdles to picking up books.

The rest of your hands need attention, too. Pamper your hands with frequent cream and lotion treatments in raw weather by keeping jars of cream in your office drawer, and at home in both the bathroom and kitchen, if you're the dishwasher in the family. If you don't like wearing rubber gloves for washing chores, try creaming your hands *before* immersing them, as well as after, for added protection.



Best Foot Forward

Feet hurt? If they do, you're right in step with most other Americans. Eighty per cent of us hobble along with foot trouble.

Most common ailments are corns, callouses, bunions, ingrown toenails, athlete's foot, burning feet. Almost all are caused by neglect, improper care, vanity.

Corns and callouses are areas of dead skin, generally caused by friction of poorly fitting shoes. Bunions come from short shoes, spike heels. Ingrown toenails come from improper clipping, narrow, pointed shoes, too-short stockings.

To Help Your Feet Feel Better

- Wash them daily, dry thoroughly, rub briskly to stimulate circulation.
- Change stockings daily. Don't wear the same shoes two days in a row.
- Vary the height of your heels daily, to keep leg muscles, tendons flexible. Constant wearing of high heels shortens calf muscles.
- Buy shoes that fit. (Most people don't.) Narrow, pointed shoes are chic, but they're also murder, since most women don't have narrow, pointed feet. If you insist on wearing pointed shoes, be sure the points are long enough so your toes can wiggle. Otherwise they'll be tangled like spaghetti.
- Shy away from open-toed shoes. They push the big toe toward the center of the shoe, throw the foot off balance. Don't wear sneakers, loafers, or other nonsupport foot gear frequently.
- Don't hop into new shoes for a five-hour shopping tour. Break them in on the carpet at home.
- Clip toenails straight across. The nail shouldn't be shorter than the flesh.
- Don't be a bathroom surgeon. If you have corns, bunions, other foot problems, consult a podiatrist. You'll be pleasantly

surprised at what wonders a 30-minute visit once or twice a year can do to make your feet feel young again.

- Pump bumps—those ugly, fleshy spurs at the heel—can be eliminated. Soak feet in warm, sudsy water for 15 minutes daily, then use a firm brush on the heel. Dry feet thoroughly, massage heels with a lanolin-base baby lotion.
- Try a few simple foot exercises to relieve burning sensations and muscle fatigue:
 - 1 Stand on phone book and curl toes over edge.
 - 2 “Hang by your toes” along outer edge of stepladder while your feet do pushups in the air. Better get a firm arm grip on the top of the ladder to prevent spills.
 - 3 Stand on toes and rotate weight around balls of feet.
- Be kind to your feet and they’ll last longer.

HAVE YOU LEARNED TO WALK YET?

Don’t laugh. People who have been walking for years don’t necessarily walk properly. Here are some simple rules:

- Keep feet parallel and close together.
- Keep hips straight (this means don’t wiggle). Let your legs swing from the hips.
- Take short steps, letting weight roll from heel to toe. Keep knees loose.

How Now Brown Cow?

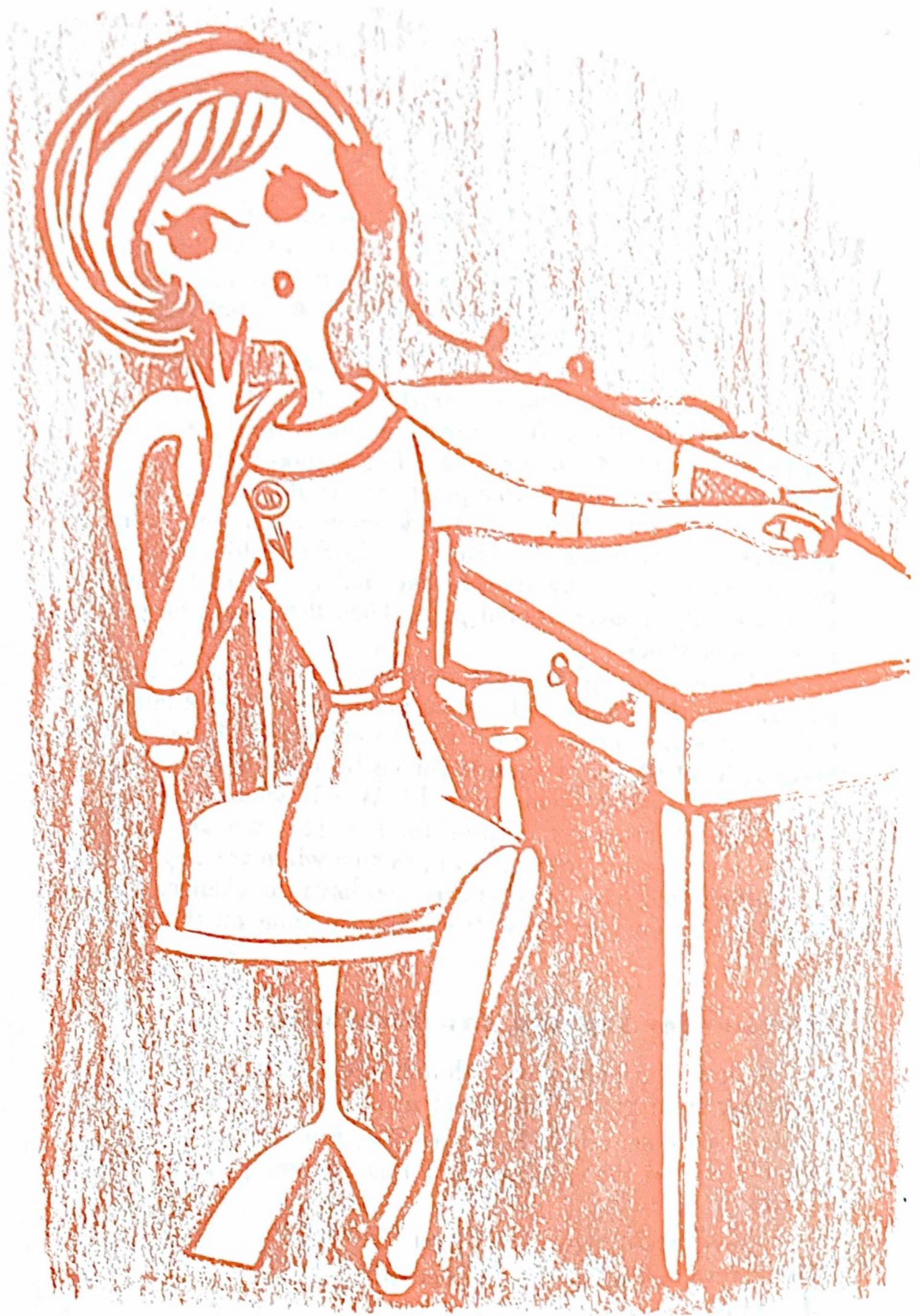
As an efficient secretary, you already know the value of a well-modulated speaking voice and good diction. A beautiful voice can make even a plain woman far more attractive and charming. Best of all, *anyone* can cultivate this asset. But be forewarned that this takes hard work.

Unfortunately, it's not easy to learn what's wrong with one's voice. It is important, as a starter, really to hear yourself as you sound to others. If you own or can borrow a tape recorder, you're all set. Or you might find a shop that cuts personal phonograph records. In a pinch, you could try your boss's dictating machine! This will check enunciation, but won't reveal register, resonance and tone too clearly. Read something comparable to everyday speech—like dialogue from a play—at your regular conversational pace. Then listen—and be prepared for a shock!

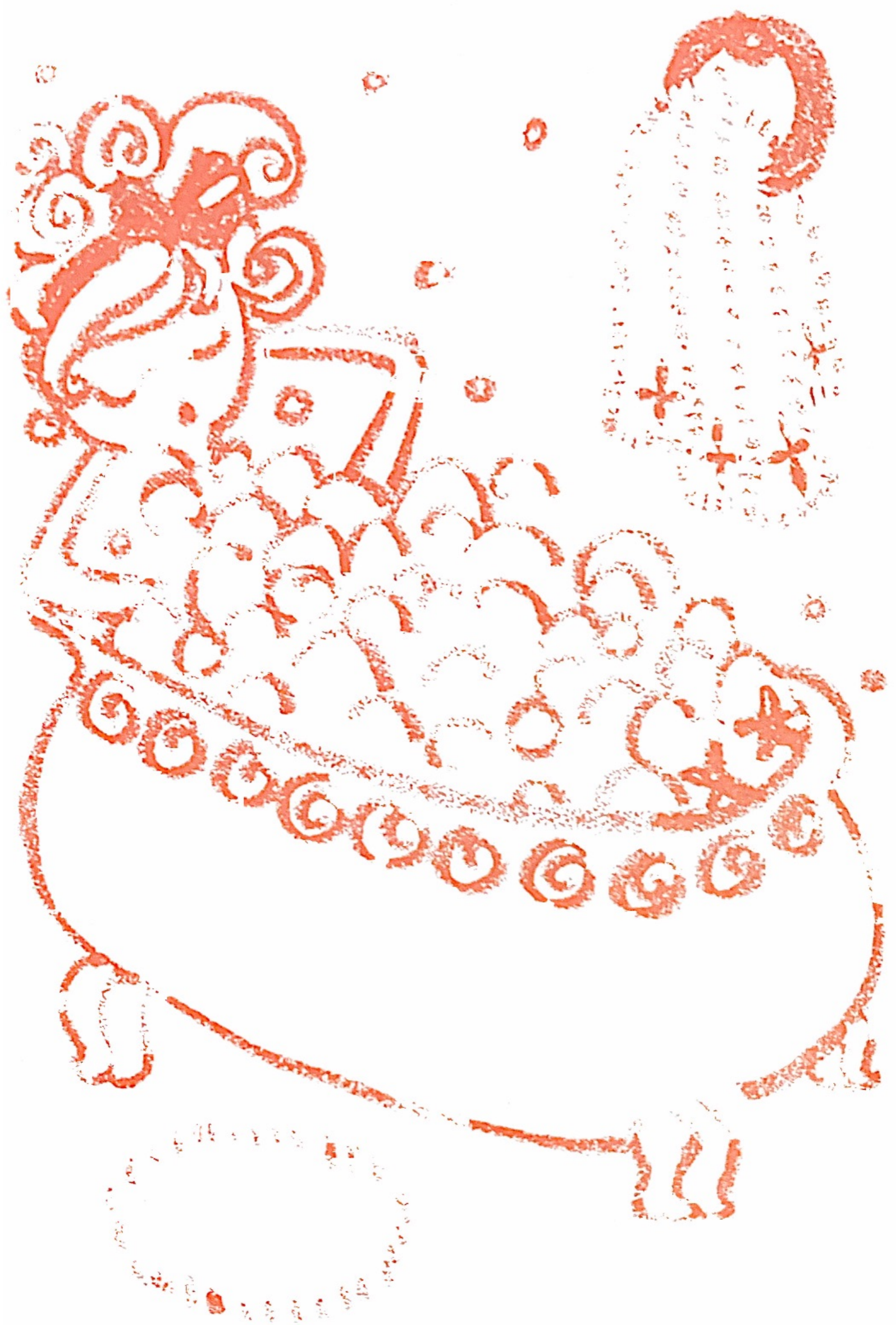
There is probably not a person alive who hasn't been surprised at the sound of his own voice. You'll undoubtedly detect some mannerisms you'd like to change—and you can. Make a list of words or sounds you've been mispronouncing, and practice saying them properly. Watch yourself in the mirror to see the correct position for lips, jaw, tongue. Make up little exercises for yourself and practice while you're in the bath, setting your hair, or whenever you have the chance. And keep checking your progress from time to time on the tape recorder.

Exercises for Lip and Jaw Flexibility

- Pinch upper lip lightly with thumb and forefinger and pull lip away from gum 10-20 times in rapid succession.
- Say oo-ee, oo-ee, oo-ee. Fee, Fie, Foe, Fum.
- Repeat several times the title of this chapter plus the following:
 - 1 — I don't know why I love you like I do.
 - 2 — Way down upon the Swanee River.
 - 3 — Baubles, bangles and beads.



- 4** – All of me. Why not take all of me?
- 5** – The rain in Spain stays mainly in the plain.
- 6** – Three coins in the fountain.
- 7** – I could have danced all night.
- 8** – You'd be so nice to come home to.
- Practice reading aloud every day. If there are children in your family, especially preschoolers, read stories to them—with feeling. Juvenile books tend to feature interesting sound combinations, and you'll probably feel less self-conscious emoting for an audience which is appreciative than for your mirror.



The Relaxing Way to Beauty

Ever feel so tense you want to scream? Well, you're not alone. Tension is everybody's complaint.

What can you do about it? Plenty, if you start right now to learn to use your body properly.

No groans, please! You *don't* have to climb into a gym suit and try 50 pushups. In fact, you can start with a one-minute wonder trick—just learning how to yawn.

Try a yawn—let your jaw drop down. Don't push it down, just let it drop. Oh, more than that—until it feels as if you could take a whole apple in your mouth. Now you begin to feel a yawn that seems as though it will never end. As you yawn, you discover that you're taking a deep breath, filling your lungs. (That's why babies yawn—to get oxygen, not because they're sleepy.) When the yawn ends, you feel relaxed right down into your stomach. Your lungs have expanded, your back begins to release its tension. You've relaxed your jaw, your mouth and your tongue. You've stopped frowning. And for a change you've really gotten some oxygen into your system.

That wasn't so complicated, was it? Try it often during the day—preferably before an open window, but anywhere will do. If you yawn deeply before starting a difficult job, or before going in to talk to the boss, you'll be relaxed and refreshed, much better able to tackle the situation.

Naturally, you'll have to practice your yawning with a little tact—not in the boss's face, please. But be sure to try a few yawns when you go to bed. They'll help you drop off to sleep.

For Eyes, Neck, Shoulders

Here's how to prevent burning eyes and pains in the back of the neck and shoulders that trouble so many of us who sit at a desk all day. Close your eyes, tell yourself they're dropping forward out of their sockets. You can see nothing at all in the soothing darkness. With your eyes closed, let your head drop until your jaw is almost on your chest, and you feel that the

hinges of your jaw are relaxed. Take a deep breath and begin to rotate your head. Don't pull it; just let it roll softly, slowly around to the right, then to the back so it falls back on the shoulders (ouch, that hurt, didn't it?), then to the left and forward. Now exhale and rest. Then start to the left and rotate in the same way. This exercise releases the tension that was forming at the back of your neck, tension that not only hurt, but also made you feel worn out.

More for Shoulders

Here's another trick to help release shoulder tension after hours of sitting. Take a deep breath, hold it and raise your right shoulder, roll it forward, up, back, and around to complete a circle. Use a soft, rolling motion, not a heavy pull. Exhale. Do the same with the left shoulder, always starting with a long breath. You'll be surprised to find how tense and painful your shoulder muscles feel as you put them to unaccustomed—but needed—work.

Eye Exercise

To relax tired eyes, try this trick. Drop your eyelids. Don't press them together, but close them lightly. Your eyes will seem to be moving around under the lids, still tense and staring. Tell yourself there's nothing to stare at. It's very dark and you're sitting quietly and at ease. With your eyes still closed, massage your temples gently with the tips of your fingers. Now comes the important part. Imagine that your sight isn't at the front of your eyeballs but at the back. Slowly you feel that your eyes are dropping back into your head until they're in the back of your skull, with the sight on the back of the eyeball so you're looking back into your head. After a few moments, open your eyes. They'll feel rested, and the tension around them will be gone. Your eyes will be brighter, too, because the exercise improves the blood supply.

Time for a Beauty Hour

Now that you're thoroughly relaxed, you're in just the right mood for beauty.

This is a good time to start treating yourself to a full Beauty Hour about once a week. What you'll need are a bathroom and bedroom to yourself, plus a bit of patience.

First, cream your face, wrap your hair in a towel and climb into a tubful of hot water, perfumed and softened with

bath oil. Lie back and relax in water up to your neck for at least 15 minutes—without falling asleep!

Then take a soft bath brush or wash cloth and scrub from head to toe with a good soap. While you're still in the tub, use a pumice stone to scrub away any callouses or rough spots on your feet and hands. Work on elbows and knees, too, if necessary. Shave legs and under arms.

Wash your face thoroughly—the steam and the cream will have done a good cleansing job on your pores. Then, up out of the tub and dry with a soft towel.

Over your entire body apply a nongreasy body lotion that contains a moisturizing agent. Wrap up in a terry robe and relax for 10 minutes.

Then put on your favorite face mask and while it's at work, give yourself a thorough pedicure, ending with a good rub with hand lotion and an application of pink nail polish.

Rinse off the face mask, use moisturizing cream over face and neck, and get to work on your eyebrows. But don't pluck too much or you'll look like Joan Crawford 20 years ago.

Set your hair in rollers or pins and let it dry in the air while you give yourself a manicure, change into a comfortable house dress or robe, and take another siesta.

You'll be all set to put on your party dress and party face—and have a wonderful time.

When You Have a Cold

You need special pampering, including a soothing bath. Put bath oil in the tub, have a manicure, wear plenty of light cologne. You don't have to look so bad as you feel. For appearance and morale:

- Don't wear black, dull brown, or other somber colors. They point up pallor, a drawn face. Bright colors will be more flattering.
- Take special care with your make-up. If your eyes are red or watery, keep eye make-up to a minimum. Use bright red lipstick and a tiny bit of rouge under your powder.
- No need to skip washing your hair or going to the hairdresser unless you have a fever or a bad cough. Keep warm under the drier. Beware of drafts when your hair is wet. Keep *dry* towels around your shoulders.

How to Furnish Your Bottom Drawer

Your office is a sort of home away from home, but don't come in with so much stuff that your boss thinks you're moving in your whole family! Your personal drawer can easily hold a small sewing kit (with extra safety pins), a toiletries kit and a box of tissues. When you must make repairs, carry the appropriate kit out to the ladies room; don't turn your office into a beauty parlor.

Here's a list of things to keep in your drawer (unless you already have them in your purse):

- Hand cream
- Complexion soap (if the office soap is too harsh)
- Perfume or cologne
- Moistened make-up removal pads
- Emery boards and manicuring scissors
- Toothbrush and tooth paste
- Nail polish remover
- Clothes brush and shoe brush
- Hairbrush (not for protracted brushing, but to give body to limp hairdo at the end of the working day, before a date)
- Plastic shoulder shield to protect clothes during major repairs
- Spot remover for clothes
- Whatever other beauty aids you need
- Some aspirin. No matter how good the job, there will be an occasional day that brings on a headache. So you might as well have the wherewithal to get rid of it—pronto.

Now you're all set to keep yourself lovely throughout the day, and to pretty-up anew for the evening's festivities. Do have a wonderful time—and keep looking beautiful!



Working While You Wait

When Grandma was going to have a baby, she never went out in public in daylight. Mother quit her job when she got married and promptly turned into a full-time housewife. But today's woman isn't a bit unusual if she works at her desk till the day before her baby arrives. (Check your Personnel Dept. concerning time limit on working for pregnant women.) That's because many a modern boss doesn't care what shape his secretary's in, as long as she gets her work out. And today, most doctors don't pamper pregnant women. On the contrary, they insist on minimum weight gains, encouraging women to follow their normal pursuits and get plenty of exercise.

You may be surprised, especially in the later months, to discover that you actually feel better at the office than at home! That's because good posture plays such a vital role in pregnancy, relieving internal pressures and even alleviating so-called maternity heartburn. The easy chair and couch at home may be tempting, but the posture chair at the office is really what the doctor would order for you.

Maternity wear has come a long way. Attractive clothes can usually be found at lower prices than the equivalent of ordinary wear. Also, *borrowing* clothes, even if you've never done this before, is fashionable these days when it comes to maternity needs.

You'll want to look as slim as possible as long as you can. So, for the early months, you'll look best in one-piece dresses or blouses that button on the sides into slim lines and can be let out later. When your heir is definitely apparent, it's usually advisable to switch to two-piece costumes. Four or five tailored tops (not too frilly—the gingerbread emphasizes your bulk) and one or two basic skirts will carry you through.

Now's the time to call attention to yourself from the neck up. Keep your hair clean and well coifed. If your skin isn't as clear as usual, watch your make-up base.

No need to wear high heels, but no time to slouch around in sloppy flats, either. And watch the shuffling and waddling (hard to avoid!).

A pregnant girl may have many little complaints. Her back hurts, she's always hot, she feels queasy. Keep them for your powder-room pals. Let the boss think you're nothing if not healthy. It's usually more pleasant to work while you wait—just make sure your boss doesn't think it would be more pleasant to have you wait at home!

